

Data & Systems Committee



Catherine Beaucé (Chair)
2016 President Award
Sanofi

WHY we join our efforts?

- Keep global data quality as our first objective in any new project development to ensure our companies can take the right decisions
- Promote the importance of secondary data analysis in global market research



Vijay Chand
AstraZeneca



Isabelle de la Croix Vaubois
Pfizer

HOW we make it happen?

- We discuss and influence global data & systems developments
- We act together to push for better data quality & coverage enhancements
- We freely share our experiences to improve our day to day work



Henrik Schwaighofer
Fresenius Kabi



Markus Lyga
Merck KGaA

WHAT is our main current focus?

Investigate and push for progress in the area of specialty products market coverage by secondary data: sales by indications, promotion, doctors & patients information



Boris Czekay
Bayer



Partnership:
Jeremy Hillman
IQVIA

SOME EXAMPLES of global data outcomes where you have benefitted:

- Extended worldwide coverage of standardised Rx bound flag availability
- Generic Market Segmentation availability out of Europe & major countries
- Enhancement of the Generic Market Segmentation to easily flag early entry generics & biocomparable products
- Enhancement of Promotional Data Segmentation in digital area



Partnership:
Clare McGettigan
Kantar Health



Partnership:
Rhoda Schmuecking
Ipsos Healthcare



Who's Next?

WE ARE AN ESTABLISHED COMMITTEE PASSIONATE ABOUT SECONDARY DATA ANALYSIS

JOIN US AND SEE HOW WE CAN ADD VALUE TO YOUR COMPANY

EphMRA
www.ephmra.org